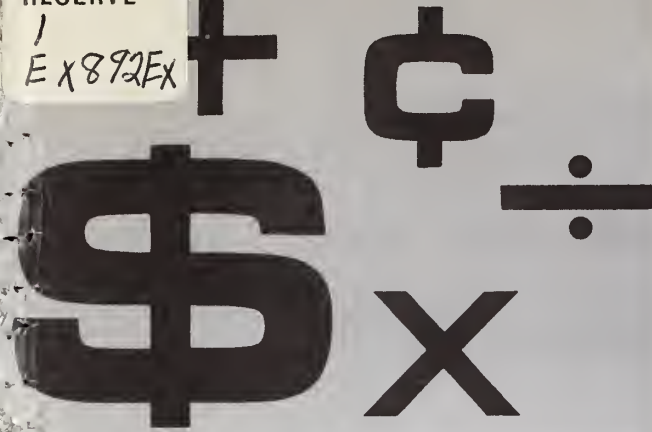


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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * JULY 1971

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INDUSTRIAL
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DEVELOPMENT

PAGE 8



The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

CLIFFORD M. HARDIN
Secretary of Agriculture

EDWIN L. KIRBY, Administrator
Extension Service

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EXTENSION SERVICE

REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Helping people participate

People all over the country—young and old alike—are seeing national problems and saying, “We must *do* something!” But sometimes they don't know how.

Maybe they can't get good, unbiased facts. Or maybe they don't know how to instill their own concern in others or how to organize their group to get action.

The articles in this issue of the Extension Service Review show that many of these concerned people have found a friend in their Extension Service—a source of facts, or advice on where to get them; help in mobilizing to do a job; or simply information on how to live with a problem that can't be solved immediately.

The articles discuss, for example:

—An Extension home economist in South Carolina helping youth organize to fight drug abuse,

—Agriculture agents in Washington State and Kentucky helping people reduce pollution and its effects,

—A concerted effort in Kansas toward rural economic development aimed at giving people a reasonable alternative to increasingly difficult urban life,

—An interdisciplinary attempt in Washington State to make life a little easier for those caught in the current unemployment squeeze.

With what seems to be an increased interest in truly participatory democracy, people are looking for help with ways to make their voices heard. Assuming that the examples here are representative, many are finding that help in their local Extension office.—MAW

4-H'ers meet drug abuse threat



4-H Drug Committee members, left, work on posters and a newsletter—necessary materials for their active educational program on drug abuse.

"The kids wanted to set up the program, to do something to try to halt drug abuse, and get more people aware of what's going on," Mrs. Gilmore said.

It's primarily an educational work. The youths plan and conduct programs for their monthly meetings, and present special school and community activities.

So far, they've conducted demonstrations on uses of narcotics and related drugs, sponsored programs on drug abuse for schools in the county, presented radio and television programs, and held classes in and out of school on drug abuse. In addition, they put out a committee newsletter.

During the summer they are sponsoring a weekly drug abuse school with views from a law enforcement officer, sociologist, minister, teacher, pharmacist, ex-drug addict, and a physician.

Some of the members say they know first hand of the dangers of drugs. "I've seen what it can do to people—you can't undo the damage," a young girl in bluejeans said.

"Youth can communicate more effectively in a prevention program. Kids will listen to kids better," said a 17-year-old boy.

"And if we don't prevent it, a lot of them are going to find out the hard way," another girl added.

They apparently mean business. □

"That's not fact, that's opinion," 17-year-old Eddie Toomer challenged from the back of the room when another youthful speaker made a point on drug abuse.

It was a challenge heard more than once during the meeting. Eddie and some of the others simply weren't buying any of the loose-tongued flapping that flows in many of the drug discussion programs on today's scene.

Getting with it were members of the Colleton County, South Carolina, 4-H

Committee on Drug Abuse, a group of some 40 boys and girls trying to carry out an educational program to meet the threat head on.

Colleton and Walterboro are basically a rural environment, but the youngsters don't feel they're exempt from the tragic tentacles of drug abuse overshadowing the Nation.

"Do I personally know a pusher? I know pushers. That's fact," one responded to a question.

The 4-H Committee—a far cry from the original concept of 4-H activities—meets monthly, usually at the County Agricultural Building, under the direction of Mrs. Annette Gilmore, assistant Extension home economist. It was formed after a suggestion from Mrs. Emily B. Warren, Extension home economist, that something be done on drug abuse.

They organized to work for general community improvement, but decided to deal with the issue of drug addiction first.

by

Harold Rogers
*Associate Extension Editor
Clemson University*

Where there's smoke—

**this county agent
is helping
to get rid of it**

The smoke was thick in Yakima, Washington, on a chilly April Sunday in 1964. Orchard growers were burning open oil smudge pots in the Yakima Valley to help ward off a killing freeze. But the offensive smoke had other effects, which changed the Yakima Valley forever:

—The airport was closed down from the smoke for most of the morning. Motorists had to creep along with lights on at 8 a.m.

—Irate housewives gathered clothes from the lines and ran them through washing machines again.

—Yakima residents started action for some controls on orchard burning. They organized a committee and met with city councilmen and county commissioners. They had had enough!

—An antismoke ordinance was passed in 1965. It gave orchard owners and operators until January 1, 1971, to close down smoke pollution to an acceptable level. Smoke density that can restrict visibility up to 40 percent will be permitted until 1976; after that, the limit will be 20 percent.

In the middle of the full-blown controversy of about 2,000 fruit growers against 40,000 citizens was County



County Agent Ballard, right, looks at a grower's homemade orchard LP gas heater made from an army surplus used shell container. Gas moves to the heaters from the storage tank in the background via underground plastic pipe. The tank, all white in summer, is painted partly black during the frost season to increase buildup of pressure from the sun's rays.

Extension Agent Jim Ballard. He is a specialist in tree fruits in the Yakima County Cooperative Extension office.

Ballard has emerged as the one man who has done most—through educational meetings, panels, tours, and private counsel—to help growers convert from buckets of old oil and old tires

to clean-burning orchard heaters, the leaders in Yakima County say.

Ballard's plan of action developed like this:

First, he met with Charles de La Chapelle, now chairman of the new Yakima County Clean Air Authority Department, and members of his com-

mittee as antismoke regulations were finalized.

Armed with complete knowledge of rules and how the smoke level would be measured, County Agent Ballard went to the orchard owners. His educational plan was designed to inform them and to help them "stay on top" of the crisis situation.

He advised growers on the relative smoke-producing score of different orchard heaters.

He kept the manufacturers of new orchard heaters informed of Washington State University research on heater evaluation and their opinions of the new techniques such as fogging, chemical sprays, and wind machines.

He organized the first Orchard Heater Presentation in Yakima. Each heater manufacturer had 15 minutes to discuss his heater and answer questions. Ballard also gave growers with homemade heaters 15 minutes on the program, since some of the most satisfactory smokeless heaters are homemade. More than 400 owners and growers jammed the meeting room.

He organized the first orchard heating ing tour to visit orchards using heaters that meet the requirements of the antismoke ordinance. To his amazement, the annual tours started in 1967 are getting too large to continue—nearly 200 cars trail across the valley from orchard to orchard.

Dozens of releases for local newspapers and radio and television stations have been issued on the techniques for orchard operators to use in the battle against smoke.

The score by spring 1971:

"Fruit growers in the Yakima Valley have spent more than all other segments combined to meet the antismoke regulations," declares de La Chapelle, orchard grower and chairman of the Yakima Valley Clean Air Authority.

"And it is a high compliment to growers that we have had only one citation issued this year for burning in open pots.

"Extension Agent Ballard was on the original Citizens Committee which drew up the first proposal in 1964 on the

JULY 1971

by
Ovid Bay
Extension Editor
Washington State University

smudge problem, and he has been a leader in determining which heaters best qualify for the antismoke regulations," says de La Chapelle. "He spent a lot of time getting us the basic facts—weather factors, dew point, inversions—the educational data that the orchard growers needed to understand what we had to do to save the fruit from freezing and at the same time cut down the pollution from the smoke." Jim Murray, field man for American Oil Company, pointed out that Ballard turns up at the right place at the right time. For example, he worked with the fire marshal and State insurance inspector to set up regulations for installation of LP gas tanks in orchards.

"Orchard owners and growers go to Ballard for heater advice because he is a neutral third party. As a result, he has playback information on each person's results no one else can match," says Murray.

"When a young orchard grower asked for my advice on orchard heaters a few months ago, I told him to call Jim Ballard and ask him before he bought one heater," said John Roche, who has 160 acres of orchards and a fruit business.

"It is safe to say Ballard has been the catalyst who has done more than any other one man in Yakima Valley to get the needed changes and improvements made in orchard heaters," adds Bob Beam, manager of the Hanson Fruit Co. He has installed overtree fans in a 480-acre apple orchard. These fans, without auxiliary heat, can raise the temperature in an orchard 3 degrees or more by mixing the layers of air in the

first 50 feet above the surface of the ground.

By 1971, about 7,000 of the 35,000 acres needing frost protection had converted to homemade liquid propane heaters made out of Army surplus old shell boxes. Other oil burning heaters, such as the return stack, return smoke into the combustion chamber before releasing reduced quantities into the air.

The obsolete smudge pots burned oil at only 30 percent combustion efficiency. With proper maintenance and fuel levels, modern heaters can produce 100 times less pollution than the pots.

"We have to correct our equipment still more to meet the antismoke requirements 5 years from now," sums up Clyde Reed, who has switched from pots to burning diesel oil under pressure. "But with men like Ballard to serve as a source of information and the latest recommendations, I'm confident we'll make it." □

Record technician saves specialist's time

Can paraprofessionals play a role in Extension farm management programs? The Missouri Extension Division thinks they can.

For some time, we in Missouri had felt that paraprofessionals could be used effectively in routine or detailed program work. This would relieve the professional Extension worker of many details and chores, and allow him more time for other educational programs.

To determine how effective a paraprofessional could be, a pilot program for a record technician position was funded in Missouri from October 1969 until June 30, 1970. Basic objectives of this program were to determine what work the technician could perform, and what the limitations were for this type of position.

It was decided that the record technician would work with me in my 5-county area in northwest Missouri. One of my major responsibilities is to conduct a Mail-In Computer Farm Record Analysis Program.

This program provides enrolled farmers accurate information about their farm business. It also provides local



Mrs. Edward Kurtz, farm record technician, checks 10-month tax record reports with William Wedekind, Extension area farm management agent for five northwest Missouri counties.

summaries compiled from these records that show average cost and return figures useful to all farmers in the area.

In short, it serves as an applied research program that can provide accurate farm cost and return information as it actually happens on the farms in the five-county area.

Much detail work is needed in a program of this type to insure accuracy and completeness of record information. This requires a considerable amount of a specialist's time.

Fifty-three cooperators are enrolled in this analysis program. It is important to have at least this many to make the area summaries and averages meaningful. At the same time, I run the risk of becoming bogged down with details.

Since a record technician works with figures, the first qualification for this position is that the person employed

must like this type of work. Mrs. Edward Kurtz, wife of one of the farmers enrolled in the program, was employed for this pilot position in northwest Missouri. She enjoyed working with figures and had worked at one of the local banks. Mrs. Kurtz, who found the work both interesting and challenging, was an ideal person for this type of position.

A record technician can assume responsibility for much of the necessary detail work of checking and summarizing records. For example, end-of-year reports showing closing inventory, the year's crop production, and other important information must be checked for accuracy before they are mailed to the Farm Analyses Center at the University of Missouri—Columbia.

In addition, after all reports are sent to the University, errors or omissions are still found. Someone has to check

by 25
William Wedekind
Area Farm Management Specialist
Missouri Extension Service



Hollis Pile, Jr., of Hole County, has used the Mail-In Computer Record Analysis Program since 1966. At left, he checks his record reports with Mrs. Kurtz, the farm record technician.

An applied research program involving a group of farm cooperators in computer record analysis can be one of the most valuable tools available to farm management specialists, farm cooperators, and all commercial farmers in the area.

But someone must do the necessary detail checking, summarizing, and other similar work if the program is to be successful. The pilot project with Mrs. Kurtz proved that a record technician can do this work satisfactorily and at a lower cost. With the additional time, the farm management specialist can conduct more educational programs to help farmers apply their record information to their farm business.

This pilot program, which ended June 30, 1970, has convinced us in Missouri farm management Extension work that paraprofessionals can be used efficiently and effectively in a farm analysis program. On the basis of this study, we feel that paraprofessionals could be used on a regular basis in Missouri as soon as they can be incorporated into the overall on-going Extension program. □

these records for accuracy with the cooperators.

Mrs. Kurtz was able to do much of this work. She was also quite valuable in helping to compile area summaries and averages which were printed for general distribution. The technician was able to do practically all calculations for these summaries except where subject-matter judgments were needed.

It took about 2 weeks to orient and train the technician in the basic principles of the record analysis program. Since much of the technician work was

new to her, most of her first year was actually in-service training. After a technician has completed one record cycle, the experience she has gained should greatly increase her effectiveness the next year.

The use of computers is becoming more and more important as a tool to process data that can be used in making farm management decisions. This is particularly true as farmers move to enterprise analysis, linear programming, computer ration formulation, and other detailed recordkeeping.

The word "pride" has taken on a new meaning for the people of Kansas. The State's-Community PRIDE Program is offering hope to many Kansas towns. PRIDE is a means for small towns to realize their potential.

PRIDE is an acronym for Programing Resources with Initiative for Development Effectiveness. It is not a new program—simply a consolidation of efforts by numerous public and private organizations.

The PRIDE program evolved from a meeting of university, State government, business, and civic leaders who felt Kansas would benefit from a statewide, competitive development effort—a united effort that would pool the resources of many development-minded groups.

Following a series of organizational meetings, Governor Robert Docking announced the beginning of a new era of development through this unique program. The success of PRIDE in Kansas is insured by the fact that it is truly a cooperative program. The Cooperative Extension Service at Kansas State University is involved, along with the Kansas Department of Economic Development and several leading private organizations.

"We were asked to cooperate in this effort for a number of reasons," says Kansas Extension Service Director Robert A. Bohannon.

"First, we have State specialists in Manhattan who have worked in the area of rural community development for a number of years.

"Secondly, and most important, we have Extension agents in each of Kansas' 105 counties who have been trained to assist communities to organize for action."

The role of Extension in the PRIDE program is to help interested persons in Kansas communities become aware of problems and opportunities.

Through the county agent, a community may request a State specialist or

other member of the PRIDE steering committee to help organize the community for participation in the program. This "awareness" phase involves self-evaluation and inventory of the major resources of the community.

Once a community has decided to participate, two action avenues are open.

First, the community can enter the "Blue Ribbon Award" program. Here the community strives to meet estab-



Kansas works for economic develop

by
Kenneth K. Kingsley
Extension Economist
Resource Development Information
Kansas State University

lished criteria, so it will qualify for blue ribbons to display on city limit signs.

Blue ribbons can be won for each of eight areas of community needs, including comprehensive planning, economic development, community services, utilities, housing, transportation, education, and enrichment.

The second approach a community can take in the action phase involves competing with other communities of

similar size for cash awards. The competition is based upon a community project in one of the eight categories.

County agent involvement in the PRIDE program has been extensive, according to Bohannon. "Many of our agents have found new audiences with which to work," he said.

Agents set up meetings where PRIDE representatives explain the program and show how the community may benefit.

When communities enter the program, agents are called upon to assist in getting the citizenry organized to set and obtain goals.

"Feedback from agents who have worked with the program in their counties indicates the success in a community includes more than the blue ribbons and cash awards," said Bohannon.

"One agent expressed the feeling of many when he said the PRIDE program demands total community involvement, including all age groups, clubs, organi-

zations, businesses, and government units. He said it forces people to work together, resulting in greater community spirit."

The PRIDE program is not a cure-all for the ills of all communities. It is designed to educate, but the responsibility for getting the work done still rests with the people in the communities.

During this first year of the PRIDE program in Kansas, 44 communities have entered the cash awards competition. While this is considered a sufficient number for the first year, PRIDE organizers predict the entry list will double.

Some of the community spirit which launched PRIDE is already showing up in the State's economic development. Kansas saw 134 new manufacturing industries go into production in 1970. That was a 16 percent increase above the 10-year average, according to Governor Docking.

In the town of Ellsworth in Ellsworth County, PRIDE is sponsored by Ellsworth Enterprises. This is an economic development organization responsible for a new plant which manufactures wiring for one of the major automobile companies, and a new lawnmower factory.

County Agent Virgil Carlson is chairman of the agriculture subcommittee under the local PRIDE committee. He credits the program with coordinating the various development efforts in the central Kansas county. Previously unrelated, county development activities are now in one effective organization, according to Carlson.

Carlson's subcommittee is conducting a countywide agriculture survey to determine attitudes, desires, and future needs. The subcommittee has members from the towns of Ellsworth and Holyrood and hopes to involve other communities as a result of the survey.

PRIDE is growing in Kansas, and why not? The people of the Wheat State have a lot to be proud of, and the PRIDE program gives them a means to display that pride. □



Evaluating the results of a community survey, left, is Don Erickson, Kansas Extension resource development economist. Below, County Extension Director Earl Van Meter, right, discusses a PRIDE project with a local leader.



ent—with PRIDE

This article on economic development is the first in a series illustrating the six major thrusts of Extension's rural development work. Next month—Wisconsin's efforts to improve rural housing.

by
Carolyn McNamara
Family Living Editor
Agricultural Information Department
Purdue University

Show sparks interest in fine arts

Covered bridges are not the only thing Parke County, Indiana, citizens can claim with pride. Now they can reflect on their second Western Indiana Fine Arts Show and say, "It was even better than the first."

In fact, Mrs. Martha Slaymaker, internationally known artist and president of the Indiana Professional Artists Association, called the 2-day show "very outstanding for any community."

In 1970 the Parke County Choral Club was seeking ideas for an interesting project, and Area Extension Agent Mrs. Louise Johnson was ready with a suggestion. For some time she had felt the need for cultural improvement in this section of the State. A fine arts show, she thought, might be just the beginning.

After learning of the planned show, Dr. Michael Warlum, executive director of the Indiana Arts Commission, pledged his support and was instrumental in securing a Federal grant to help fund the project. A provision of the grant was that it be matched by Parke County either monetarily or by in-kind items.

Through donations of money and facilities, Parke County residents were able to match the \$375 Federal grant. This made money available for all technical and professional assistance as well as premiums for show awards.

All that was needed were exhibitors. So television and news media were used to encourage participation, as were letters sent to local organizations. By showtime 128 entries had been received.

Mrs. Louise Johnson, area Extension agent who had the idea for the Fine Arts Show, displays some of the sculpture which local artists entered in the competition.



These were classified according to degree of professionalism—professional, amateur, college student group, high school group—and judged in these categories.

An entry fee of \$1 was charged for each article, with a limit of six articles per exhibitor.

Mrs. Slaymaker, noted sculptor and painter, agreed to serve as organizing consultant and judge for the show. Basing her selection on originality, technique, and intent of the exhibiting artist, she designated first, second, and third placings in each group as well as a Best of Show Award.

Professional artists provided visitors with additional sights of interest as they demonstrated their talents.

Entertainment was provided by the Parke County Choral Club which has in past years demonstrated its popularity with tourists and State Extension home-maker audiences. This same group made

food available for purchase to the estimated 500 persons attending.

Plans were immediately made to expand the 1971 show and these came to fruition with the second Western Indiana Fine Arts Show, May 1 and 2.

The quality of exhibits was improved and educational features were added.

Mr. and Mrs. Gene Slaymaker demonstrated proper procedures of stretching and framing canvas for painting. Slaymaker also talked of skills needed in the use of hard edge acrylic paints.

Mrs. Rosemary Brown Beck, prominent Midwestern artist, conducted a workshop dealing with still life paintings. Mrs. Beck guided her participants to learning by doing.

Other demonstrations were on construction of collages and other visuals, and on using water colors.

Is a Western Indiana Fine Arts Show planned for 1972? You bet it is—a bigger and better one. □

Reaching the unemployed

by
Sherrill Carlson
*Extension Publications Editor
Washington State University*

If you say you want to help the unemployed in Washington State, you're talking about 147,000 people. That's a lot—up to 15 percent of the work force in some cities.

You want to reach them quickly and cheaply—but how?

When we looked at it, we broke the problem down into areas. One is the Tri-Cities (Richland-Pasco-Kennewick) and Yakima, in eastern Washington. Layoffs at a nearby reactor company have brought unemployment there to 8,000.

Seattle and other parts of western Washington are another story. Shut-downs at a large aircraft manufacturer, and other economic woes in that part of the State account for most of Washington's jobless. The numbers are major.

We decided on a newsletter for the unemployed at the reactor company and mass media for Seattle.

The newsletter is distributed through the State's unemployment claims office in Yakima and the Tri-Cities areas. The jobless report there once a week. Since the first of April, we've had the newsletter available there on an every-other-week basis.

Content of the two-page newsletter focuses on wringing the most purchasing power from every dollar. That means food buying, remodeling clothing, growing gardens, do-it-yourself plumbing, and budget analysis. Eight county and State staff members—both men and women—contribute copy to the effort.

The same copy goes a different route to reach the unemployed in western Washington. It's reworked into news release form and given to mass media—



The jobless can pick up the "Dollar Stretcher" newsletter at unemployment claims offices in the Tri-Cities and Yakima, Washington.

particularly neighborhood shoppers. These are the free local advertising sheets that land on doorsteps once a week.

The switch, of course, is due to budget. The shoppers cost us nothing. But a newsletter for all 147,000 unemployed

would be at least \$1,200 per issue. And we can't get such numbers printed fast enough, either.

Surveys of both methods show we're reaching a lot of people—but not as many as we'd like.

In theory, going through unemployment offices should give us contact with 100 percent of the audience. In practice, it's only 46 percent. That's the number of people who had seen the newsletter. We had hoped the unemployment office clerks would give a copy to each person, but it's a crisis situation for them and they don't have the time. As a result, all distribution comes from displays.

The displays work well with those who see them. Of this group, 60 percent have read the newsletter and 56 percent have taken it home.

Those who read the newsletter like it—79 percent say it's useful. Many could even recall a specific article that they liked.

One question about distribution through unemployment offices is whether it reaches a lot of men when it should be reaching women. The answer is that it isn't a problem. We found no major differences between men and women. Awareness, readership, and recall were all the same.

In the Seattle area, we checked on how we did in the mass media. Fifteen shoppers were offered the copy and five of them ran it. The take with weeklies was 8 of 33. One TV station, one daily paper, and several radio stations also used it.

In all cases, agents checked in advance with the media before they sent the copy. □

New life for strip mined land

Back in 1957 when Elmer Boggs came on the scene as county Extension agent of McCreary County in mountainous southeastern Kentucky, he found that some 800 acres of land had been subjected to surface mining for coal and the resultant spoilbanks left to the mercies of Nature.

Appalled at the ugliness, the ruinous erosion and the utter waste of land resources, he immediately set upon a course of action that has resulted in every one of these acres, and more, being restored to productivity.

by
Nevyle Shackelford
*Extension Information Specialist
University of Kentucky*

Today, conservationists can hardly find a better place than McCreary County to study what can be done to restore the beauty and value of land that has been subjected to the ravages of strip mining operations.

In many other places which have been strip mined, the slope of the land makes reclamation of any sort virtually impossible. McCreary County was fortunate in this respect, however. Most of the mining had been done on plateaus in the mountains, and the spoilbanks left behind were comparatively level, lending the land more readily to reclamation.

After determining that these spoilbanks on farmer-owned land could best be reclaimed with trees, Boggs said, he broke all records for holding meetings in getting this massive reforestation project underway. In the autumn of 1957 and early spring of 1958, he held 42 community get-togethers, informing landowners about the waste of land resources and what could be done about it.

With the interest thus aroused and using 4-H Clubs as a catalyst, he guided the planting of 52,000 seedlings on spoilbanks later that spring. The local ASCS office furnished the trees and 4-H Club members did most of the work.

That started the ball rolling. Seeing what their children had done, parents of these 4-H youngsters took over the next year and, again with trees furnished by the ASCS, planted even more seedlings on their strip mined lands.

In fact, the ball has never stopped rolling and now the county not only has



all its original 800 acres of spoilbanks set to trees—more than 800,000 of them—but following more recent strip mining operations, has also reforested another 200 acres.

The trees planted in 1958 are now large enough for pulpwood. In 10 years at the current rate of growth, if allowed to stand, these same trees will be large enough for saw timber.

Other values have accrued too. When Boggs came to McCreary County, the

With 4-H members like those below spearheading the program, more than 1,000 acres of strip mined land in McCreary County, Kentucky, have been reclaimed with trees. At left, County Agent Elmer Boggs examines a 13-year-old stand of pine now large enough for pulpwood. This stand was planted by 4-H Club members on land owned by their parents.



annual runoff from rains and melting snows was carrying thousands of tons of soil and acid waste down the precipitous slopes. The streams were being polluted and filled with silt, causing water to overflow the best agricultural land in the county.

Now, in addition to the marketable timber growing on the spoilbanks, soil erosion and stream pollution have been checked to a degree perceptible to the eye. The ugly scars left by bulldozers

and other forms of heavy mining machinery have disappeared under the burgeoning of needle and leaf. The long, narrow ponds in the depressions between the ridges of the spoilbanks are losing their toxicity and some are supporting fish and other forms of aquatic life.

To keep the movement of strip mine land reclamation alive and going full steam ahead, Boggs holds frequent conservation workshops and woodland tours, always encouraging, assisting, and

informing landowners of the values of timber and timberstand management. He has annual 4-H forestry camps for both boys and girls where they are taught about, and actually engage in, good forestry practices.

This McCreary County land rehabilitation project has attracted the attention of natural resource conservationists from just about everywhere, but Boggs claims little credit for himself. It was all due, he said, to the interest and cooperation of the people—4-H boys and girls, landowners, county officials, local businessmen, civic groups, the University of Kentucky Extension Service specialists, and State and Federal agencies. All contributed, and all had—and still have—a part.

It may be added too, that all have benefited. The county, as anyone crossing through it can plainly see, has been rendered much more attractive. The small streams coursing through the strip mined areas are clean and clear, even after heavy downpours of rain, and there is evidence everywhere of renewed civic pride. Also to be taken into consideration is the fact that at least 1,000 acres of hitherto worthless and unsightly real estate have been beautified and restored to productivity. □

by
Theresa M. Miller
Teaching Specialist
Extension Community Programs Division
University of Wisconsin

Project inspires welfare mothers

When programs are designed to help those on the welfare rolls, the end results many times do not match the expectations.

But Milwaukee's Parent-Child Education program (PCE) is meeting its goals. It has provided welfare mothers the opportunity to discover a better relationship with their children and has given them an optimistic view that life can be more rewarding for them and their families.

The PCE is designed, implemented, and cosponsored by the Milwaukee County Community Programs unit of University Extension, University of Wisconsin, in cooperation with the Department of Public Welfare.

One mother said in her graduation speech: "Many of us have places of employment to go to. Those of us that do not, have confidence in themselves about having the know-how that this course brought out.

"The whole joy of life is driving," she continued, "whether for possessions or self-betterment. Now that the mental block has been removed, we hope to continue learning in these areas; not to let disappointment breed discouragement."

Participants in the 8-week PCE program are referred to Extension by caseworkers of the Department of Public Welfare, who see needs that could be met, problems that could be solved, and encouragement that is needed. All of these things can be accomplished

through a positive, group-oriented, "learn-by-doing" experience like the PCE program.

Once the referrals are made by the caseworker, an interviewer is sent to the home to ask questions concerning knowledge and skill levels in home and money management, nutrition, food buymanship, and parent-child relationships.

The PCE program is evaluated by comparing this interview with one done 3 months after graduation. The interview also provides that, within the broad perimeter of a planned program, the curriculum can be tailored to fill identifiable voids of knowledge and skills the mothers have.

Program flexibility is required because the participants include:

- adults with low level intelligence and normal children,
- very young mothers with several children,
- women who are excessively punitive with their children,
- mothers with limited formal education,
- mothers lacking home management skills,
- mothers interested in training for future employment in day care facilities and food service, and
- mothers with multiple emotional and physical problems.

Approximately 20 mothers who get

financial help from the Aid for Dependent Children program are enrolled in each of five sessions throughout the year. Their children from ages 2 to 4 are in the day care program throughout the 8 weeks.

The mothers are divided into two groups that rotate between 4 weeks of day care and 4 weeks of food management on a 9 a.m. to 3 p.m. schedule five days a week.

The environment in which a student learns has a great influence on the observable changes. So in the PCE program, considerable attention is given to creating a favorable milieu and a degree of student self-directedness.

Initially, a highly structured, supportive atmosphere is established to develop rapport and confidence. Gradually, through the planned fading of the instructor's influence, the mothers are encouraged to take over and manage the program themselves. The specific objective eventually is achieved as mothers independently perform a multitude of parental and vocational skills.

Assisting the two program directors (the author in child training, a home economist in food management) and the mothers are 18 volunteers. Four serve as teachers in the food and home management phase of the program, 10 help the mothers direct the children's activities and withdraw as the mothers become confident and competent, and four volunteer graduate social work students lead weekly sessions oriented to solving family problems.

Observing the PCE program during an 8-week period, one can see mothers planning, preparing, and serving nutritionally balanced food for the day care classroom. One can also observe mothers planning lessons, preparing activities, and teaching skills to the preschool children in an informal, supportive, and encouraging fashion.

Accomplishment of these results requires that the mothers:

- be willing to share experiences and knowledge,
- define a common goal, regardless of different cultural backgrounds,

—have a common concern in positively affecting each other to encourage growth.

During their participation in the program, the mothers are encouraged to set goals for themselves. Suggestions are made about possible employment as well as preparation courses for the General Education Diploma and other job-related training programs. Specific figures on what the mothers have done are being compiled and correlated to the introduction interviews.

It has been observed that a marked

behavioral change has taken place in many families. Listening ability and tone and content of conversation developed, reflecting in the way mothers and children relate to each other. The mothers better understand discipline, human intellectual development, teaching, and parent-child relationships.

The program has produced increased mental stimulation for the children. The results of this should prove beneficial for their communities and school situations.

Because of the women's increased

skills in food preparation and meal planning, the families are eating better, generally within their current budget and frequently for less. This allows for additional necessary family items to be purchased from the savings.

In her evaluation, one mother said, "I guess the program helped me get married. He wasn't about to before, but now he says I can cook and keep house. It was a wonderful program." She is no longer on welfare.

Another mother said, "All I can say was that it was marvelous. It made me feel important! I guess I don't even have the words."

Present plans are to expand the program (if adequate funding can be found) to involve the mothers in many levels of training, from prevocational training to 40 hours of on-the-job training in the community. During this time, they would receive G.E.D. preparation, advanced courses in child development, training in behavioral management and food service, and work experience.

Summing up the inspiration the mothers expressed are the comments of one who said, "I felt a certain freeness. If you felt a certain way, you felt free to express it. Your opinions were welcomed. There was a friendliness. I liked the variety of foods. There was an exceptionally good lesson for me—before, if I didn't know about something, I wouldn't ever try to cook it for the first time. Now I try anything!" □



Milwaukee Sentinel photos

Above, a student volunteer from the University of Wisconsin-Milwaukee works with youngsters in the PCE day care program. Below, mothers and children sit down to eat together, initially an unfamiliar experience for some.





EFNEP gains in acceptance

The increased acceptance of the Expanded Food and Nutrition Educational Program by the target group, continued strong support by public officials, and increasing support from the general public add up to one inescapable fact—the EFNEP is taking its place among Extension's efforts.

Let's look at the facts supporting this conclusion. The initial funding of \$10 million was increased to \$20 million, then \$48 million for the fiscal year just ended, and continued at \$48 million in the 1972 appropriations bill approved by the House and Senate conferees. Second, the program is now serving more than 293,000 families, an increase of 88,000 over last year. This means more than 400,000 additional persons are benefiting from the efforts in the adult program. This figure does not include the number of families that are being served through the youth phase of the program.

The number of full-time aide equivalents now exceeds 7,300—an increase of more than 1,900 over last year. Also over the past year the percentage of EFNEP program families receiving assistance under the Department's food programs increased from about 41 percent to nearly 50 percent. This increase can have two implications: aides are reaching the kinds of families that can benefit most from the program and/or they're doing a better job of helping their program families take advantage of these programs.

As to the increased acceptance of EFNEP as a part of Extension efforts, perhaps this was best expressed in an

editorial in the July 11 issue of the Waco (Texas) Tribune-Herald. We include here four short paragraphs from the editorial:

"Some of the conditions these workers found as they started going from door to door were absolutely shocking. People of all ages were malnourished almost to the point of starvation. Homes were broken and dirty and primitive.

"The ENP workers didn't run screaming to the nearest camera. They simply went about putting to use the basic techniques of training and persuasion that have made the Extension Service so successful. They taught proper cooking and meal planning and stayed with the people to see that the new knowledge was being used. They guided tangled family problems toward solution. They coordinated other sources of assistance.

"The physical changes in the people with whom they worked have been remarkable, in some cases miraculous. The home conditions and family lives have undergone equally far-reaching improvement.

"The ENP workers don't sit behind desks shuffling papers and jockeying for bureaucratic status. They go into the houses and come back again and again, and bring sympathy and knowledge and inspiration where none had been before."

These excerpts are becoming more and more typical of the kinds of editorial comments around the country.—WJW